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judson nurseries, inc.

Bristol, Indiana

1963

WHOLESALE CATALOG

Judson

Serving YOU in '63

RETAIL PACKAGES

The promise of bloom and fruit to come . . . that's the sales-minded display told on Judson retail packages for perennial and strawberry plants. Today's new packages are eye-catching, sales-catching . . . and counter displayed for easy, self-service sales. Perennial and strawberry plants are now packaged in the new "Naturized" Root Pack—simulating soil conditions for longer shelf life and a good start when planted.

PAGES: Retail Strawberry Plant Packages Page 7
Retail Perennial Plant Packages Pages 10—11—12—13

DROP-SHIPMENT

On both strawberry and perennial plants we will drop ship your orders direct to your customer under your label—prepaid. Wide selection of varieties, packaging know-how and experience make this a practical way for you to profit from these popular nursery items.

PAGES: Drop-Shipment Strawberry Plants Page 6
Drop-Shipment Perennial Plants Page 8

BULK SHIPMENT

Many of our customers maintain their own cold storage facilities and are thus able to handle plants in large quantities. For both perennial and strawberry plants we are able to supply large quantity needs for bulk shipment direct to you.

PAGES: Bulk Strawberry Plants Page 5
Bulk Perennial Plants Pages 8—9

PYRAMID TERRACED GARDEN AND SPECIAL COMBINATION OFFER . . . . . Pages 14—15

TERMS

Judson terms are 30 days net on accounts with whom we have established credit. Credit terms can be arranged with new accounts by supplying normal credit references. Remittance with order is requested in cases where credit has not been established.

PLANT GUARANTEE

We guarantee plants delivered to carrier in good condition. Shipments travel at risk of the purchaser. In growing nursery stock and filling orders we use the utmost care to furnish plants true-to-name and will replace any that may prove untrue. In no case shall we be liable for more than replacement or refund of the purchase price. Please inspect plants carefully upon arrival. Any claims reporting plants damaged in transit should be made within 10 days after receipt of shipment.

Judson Strawberry Varieties

Strawberry Variety Descriptions

BLAKEMORE Early to early midseason, excellent for shipping. A heavy vigorous grower. Fruit is firm, has been a long time favorite. Grown from U.S.D.A. virus-free plants.

PREMIER This is the true Premier grown from the original originator's strain. These are the original plants that made Premier the biggest selling variety in the United States after it was first introduced. A very early variety, exceptionally good plant maker and quality fruit and, without a doubt, one of the best commercial varieties. This strain is not grown from U.S.D.A. foundation stock.

REDGLOW One of the new U.S.D.A. introductions. An early bearing variety of large size with vivid red fruit and exceedingly good flavor. Excellent for freezing and has proven to be red stele resistant. Grown from U.S.D.A. virus-free plants.

EARLIDAWN A new U.S.D.A. introduction. Earliest of all to ripen. A nearly frost-proof variety, having exceedingly good flavor and high color. This variety has had above average yield but is not as heavy a plant maker as many varieties. Does not appear to be a good commercial variety but is excellent for the home garden due to its early fruiting characteristics. Grown from U.S.D.A. virus-free plants.

DUNLAP Has been the top selling variety for many years. A very heavy plant maker and does extremely well under adverse weather conditions. Grown from U.S.D.A. virus-free plants.

TENNESSEE BEAUTY An increasingly popular midseason variety and exceptionally good shipper. Has wonderful flavor. Does exceedingly well in the central part of the United States. Grown from U.S.D.A. virus-free plants.

FAIRFAX Early to midseason bearing. A fine berry of high quality, good flavor and heavy productiveness. Berries are exceptionally large all through the fruiting season and very firm. A conversation piece for the home gardener.

CYCLONE Developed at Iowa State University. Big, early, high yielding and excellent in flavor and freezing qualities. Especially recommended for the home garden. Not a shipping variety. Berries maintain their large size through most of the growing season.

WHY VIRUS-FREE PLANTS

Generally speaking, virus-free plants mean greater fruit production. Judson Nurseries were among the first to cooperate in the development of a virus-free program by working with our own state university and the U.S.D.A. Indexed virus-free plants are grown in our own screen house to increase our planting stock. These plants are then planted in isolated fields that have been fumigated and have at least 1500 feet isolation. These fields supply our second generation plants for commercial planting. WHY FUMIGATED SOIL—Nematodes are fast becoming one of our major problems in the nursery business. Judson Nurseries have once again pioneered in this work and all producing areas are now treated.

POCAHONTAS The best of the U.S.D.A. recent introductions. Has a large deep, vivid red berry produced on exceptionally vigorous plants, extremely sweet flavor, and has nearly all the qualities you would expect in a top variety. A good commercial berry, an excellent shipper and freezer. Grown from U.S.D.A. virus-free plants.

WISCONSIN 214 Early midseason variety bearing very large fruit, good flavor. An extremely good berry to freeze. This variety produced in Wisconsin, consequently, does well in northern areas.

ROBINSON Ripens just after Premier, early enough to bring a good market price. An exceptionally good commercial berry, fruit is large, brilliant red, very uniform in size. The plants are very vigorous, producing a bumper crop nearly every year. Grown from U.S.D.A. virus-free plants.

CATSKILL An exceedingly good midseason variety, almost frost-proof. Produces large, strong plants. Fruit is large and bright red. Has excellent keeping qualities and has become a very important berry. Grown from U.S.D.A. virus-free plants. A fine variety, has extra large fruit attractive in color and excellent in quality. This berry has excellent shipping characteristics making it a good commercial variety.

ARMORE Introduced by Missouri Experimental Station. A highly productive berry, medium to large size, of bright red color and extremely sweet. Fruit is firm and has excellent shipping quality. Grown from U.S.D.A. virus-free plants.

SPARKLE A vigorous grower and very productive. Berries are somewhat round in shape giving it a distinctive appearance. A very good freezer. Grown from U.S.D.A. virus-free plants.

JUMBO An exceedingly vigorous variety of high production carrying large, firm, dark red fruit that is very tasty and freezes exceptionally well.

PAYMASTER An exceedingly good variety similar to Sparkle; however, in many areas, has proven to outyield it. Matures in midseason, carrying large firm fruit, an exceptionally sweet berry with excellent freezing quality. This strain has proven to be resistant to red stele.

Strawberry Varieties, Continued

SURE-CROP This is a variety you should try. We feel it is one of the best all around introductions ever made by the U.S.D.A. An excellent midseason variety produces an abundance of fruit over a long period. Berries are very large, extra firm with a very fine flavor. This variety has proven to be red stele resistant. Grown from U.S.D.A. virus-free plants.

RED TITAN Our new 1961 introduction. Here is a new commercial variety recommended specifically for northern areas. Hybridized specifically for its commercial qualities. Carries all the good qualities of both Robinson and Premier. An exceptionally heavy plant producer and extremely vigorous fruit producer. The plant itself is a tall growing, large leafed plant producing uniformly shaped conical berries having a bright red color. This variety is extremely high in sugar and has excellent keeping qualities. Has performed exceedingly well in the commercial fruit areas of Michigan. This is an early midseason variety.

TRUMPETER A new late season variety developed at the University of Minnesota. This variety produces handsome, intence red fruit that is large and well formed. Has exceptional qualities for market and freezing as well as home use. The plants are tall, sturdy and exceptionally winter-hardy making it an extremely good variety for the northern portions of the United States.

MIDWAY A new U.S.D.A. variety which was offered in limited quantities in 1961 for the first time. A red stele resistant variety, the fruit is large and attractive and of good quality. All early indications are that it will yield quite heavily. This variety we recommend for trial plantings throughout the mid-west. It is a midseason variety, grown from U.S.D.A. virus-free plants.

Everbearing

GEM One of the first good everbearers to be introduced. One of the most vigorous of the everbearing varieties producing a bright red berry of good size and uniform shape.

SUPERFECTION This variety has long been the standard for everbearing varieties, producing a large, red to the center berry with very good flavor. Bears throughout the late Summer and Fall right up till frost.

STREAMLINER One of the newer everbearers showing a big improvement on fruit quality. Carries an exceedingly good red color and has proven very satisfactory in the home garden.

OZARK BEAUTY (*Red Rich x Twentieth Century*). A new everbearing variety which has been under test for several years and which we feel is destined to become very popular with the home gardener. A highly productive variety producing large, conical, bright red berries, mild and sweet flavored producing an exceptionally large Spring crop and fruiting almost continuously until frost. A widely adapted variety which apparently produces equally well in both hot and cool summer climate. Its extreme vigor produces many new plants each year, making it an ideal variety for use as a ground cover plant. In freezing tests at several universities, the fruit of this variety was found to be an excellent freezing type.

TWENTIETH CENTURY One of the newer introductions among the everbearers and produces fruit extremely high in sugar, very large, bright red fruit that is exceedingly attractive.

OGALLALA This new everbearer was hybridized in the Northwest Great Plains area in an effort to find a variety that would withstand extremely cold conditions. This has been accomplished and Ogallala has performed well across Kansas, Nebraska, Iowa, Northern Missouri and the Dakotas. If you live in extreme weather conditions, this is an everbearing variety which should be tried. It is extremely frost resistant even at the time of bloom set.

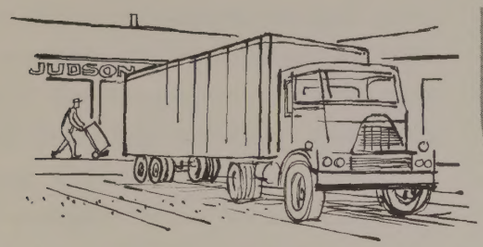
Chief Bemidji

CHIEF BEMIDJI®—Plant Patent No. 2147. Fruit is firm, wedge shaped and bright red. Extremely hardy. In the Bemidji, Minnesota area this variety wintered, without cover, where most other varieties failed. Plants are vigorous with good runner production. Please write for further description. New four color printing plates on this variety now available for your use. We also have photographs of interesting use of plant as ground cover.

red rich EVERBEARING PLANT PAT. No. 993 ®

RED RICH® This is the variety that tops them all. Has become the hallmark of excellence among all everbearers. Produces extremely large dark red fruit both inside and out. Extremely high in sugar, the most firm of all everbearers and the best freezer. Highly recommended for the home garden and as the most satisfactory eating berry. No home garden should be without this fine variety.

Judson Bulk Shipment Strawberry Plants



PLANT RESERVATIONS

It will be especially helpful to us and to yourself in handling your bulk strawberry plant requirements if you will send us a reservation order (based on last year's sales) well ahead of the shipping season. This reservation order can, of course, be adjusted up or down at any time prior to shipment, but when we receive your order, we will set aside and hold the plants you have reserved.

Bulk Strawberry Plant Price List

F.O.B. BRISTOL, INDIANA

JUNE BEARING

Early Varieties	Per 1000
*Blakemore	$10.00
Premier	12.50
*Red Glow	15.00
*Earlidawn	16.00
Cyclone	14.00

Early Midseason	
*Dunlap	10.00
Fairfax	12.50
*Pocahontas	12.50
Wisconsin 214	14.00
Red Titan (#1848)	20.00

Midseason	
*Robinson	12.00
*Catskill	12.50
*Empire	12.50
*Armore	13.50
*Sparkle	12.50
*Tennessee Beauty	12.50
*Sure Crop	14.00
*Paymaster	14.00
*Midway	14.00
Jumbo	16.00

Late	Per 1000
*Plentiful	$14.00
Trumpeter (#1788)	14.00

EVERBEARING

*Gem	21.00
*Superfection	21.00
Ogallala	22.00
*Streamliner	22.00
Ozark Beauty (Limited Quantities)	28.00
Twentieth Century	28.00
Chief Bemidji	50.00
Red Rich (Plant Patent No. 993)	78.00

*These plants are produced from planting stock which is substantially virus-free.

Any plant reservations made for delivery after May 1 but not confirmed by purchase order will be automatically cancelled after that date.

If you have your own storage facilities and can use plants in 1000 lots or more, the bulk price list shown here will interest you. If you sell strawberry plants in quantities of 25,000 and over, please write for quotation. We have the stock and facilities for processing your bulk strawberry plant orders promptly and efficiently.

NEW EVER-BEARER

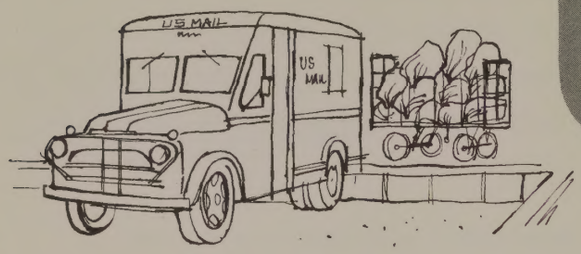
HONEY - LUMP

Plant Patent #1989

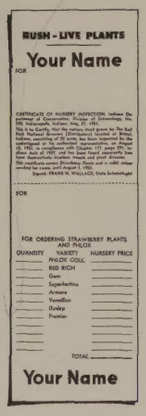
No sugar needed to enjoy these honey-sweet berries —a boon to diet watchers! Actual refractometer tests proved Honey-Lump highest of all in natural fruit sugar. They're noticeably sweeter too—you can taste the difference. They'll keep bearing till snow flies. They're winter hardy in Northern Minnesota.

$50.00 per 1000

Judson Drop-Shipment Strawberry plants



Drop shipment of Strawberry plants simply means that you list and sell the plants and we do the rest. Make a selection of the varieties you wish to sell and we will ship your individual orders direct to your customers for you. Under your label, too.


RUSH - LIVE PLANTS
Your Name
FOR
FOR ORDERING STRAWBERRY PLANTS AND PHLOX
QUANTITY VARIETY NURSERY PRICE
PHLOX COLL.
RED RICH
Gem
Superfection
Armore
Vanellas
Dunlap
Premier
TOTAL
Your Name

HERE'S HOW DROP SHIPMENT WORKS

We have order-shipping tags for Strawberry plants, Perennials and Pyramid Gardens. Tags are supplied at no charge. Over 1000 we imprint tag with your name. Less than 1000 use your own stamp. Tags carry inspection certificate and fill-in space for quantity, variety, customer's name and address. After shipment we return the stub to you with your invoice as proof of shipment. Estimate your tag needs now.

1963
Drop-Ship Price List Strawberry Plants

Prices Are Postpaid in U.S. Only

JUNE BEARING	12	25	50	100	250	500	1000
*Blakemore	.....	$ .95	$1.50	$ 2.35	$ 4.50	$ 7.50	$ 12.50
*Dunlap	.....	.95	1.50	2.35	4.50	7.50	12.50
*Robinson	.....	1.00	1.55	2.45	4.65	7.75	13.00
*Catskill	.....	1.05	1.65	2.65	5.15	8.75	15.00
Fairfax	.....	1.05	1.65	2.65	5.15	8.75	15.00
*Pocahontas	.....	1.05	1.65	2.65	5.15	8.75	15.00
Premier	.....	1.05	1.65	2.65	5.15	8.75	15.00
*Sparkle	.....	1.05	1.65	2.65	5.15	8.75	15.00
*Tennessee Beauty	.....	1.05	1.65	2.65	5.15	8.75	15.00
*Armore	.....	1.05	1.65	2.65	5.15	8.75	15.00
*Empire	.....	1.05	1.65	2.65	5.15	8.75	15.00
*Paymaster (Trade Mark)	.....	1.10	1.75	2.85	5.65	9.75	17.00
*Red Glow	.....	1.10	1.75	2.85	5.65	9.75	17.00
*Earlidawn	.....	1.10	1.75	2.85	5.65	9.75	17.00
*Sure-Crop	.....	1.10	1.75	2.85	5.65	9.75	17.00
Wisconsin 214	.....	1.10	1.75	2.85	5.65	9.75	17.00
Jumbo	.....	1.10	1.75	2.85	5.65	9.75	17.00
EVERBEARING							
*Gem	.....	1.20	1.95	3.30	7.15	12.75	23.00
*Superfection	.....	1.20	1.95	3.30	7.15	12.75	23.00
*Streamliner	.....	1.25	2.05	3.50	7.65	13.75	25.00
Ogallala	.....	1.25	2.05	3.50	7.65	13.75	25.00
Twentieth Century	.....	1.45	2.45	4.25	9.65	16.75	31.00
Ozark Beauty	.....	1.45	2.45	4.25	9.65	16.75	31.00
Ozark Beauty Suggested retail prices	.....	2.25	3.95	6.95	14.95	24.50	44.50
Chief Bemidji® (Plant Pat. No. 2147)	1.00	2.00	3.60	6.50	16.00	30.00	53.50
Red Rich® (Plant Pat. No. 993)	1.50	2.50	4.25	8.25	20.50	40.50	80.50
Red Rich® retail prices	2.95	5.00	8.50	15.00	32.50	62.50	120.00

*Grown from substantially virus-free planting stock.

Judson retail packaged strawberry plants

Here's the ideal package for the home gardener who wants to grow his own luscious strawberries. There's no fuss or muss for the dealer because the packages are neat and clean and shipped in our new "sales-maker" display box that automatically displays the packages for self-service sales.

Plants are now packaged in new "Naturized" Root Pack—simulating soil conditions for longer shelf life and a good start when planted.

"NATURIZED" ROOT PACK

36 Packages (25 plants per package) —900 plants—per shipping case. Weight 36 lbs. per carton. (Approx.)

PLANTIN' TIME® Strawberry Plants

Each package is printed in full color and carries variety name. Planting instructions are shown on each package. 36 packages containing 25 plants per package are shipped in the Judson sales maker display carton.

PLANTIN' TIME price list

JUNE BEARING		EVERBEARING	
Blakemore	$24.00 per case	Gem	$37.00 per case
Dunlap	24.00 per case	Superfection	37.00 per case
Premier	24.00 per case	Streamliner	37.00 per case
Pocahontas	24.00 per case		

On orders for 10 cases or more write for quantity discount.

F.O.B. Bristol, Ind.

Everbearing RED RICH®

The most publicized "everbearer" in gardening history. Ideal for the home gardener. Produces fruit first year and yields until fall frost. Big, husky plants with dark green foliage. Fruit is deep red and honey sweet.

Red Rich Established Retail Prices

$2.95 per package of 12 plants.

Red Rich Wholesale F.O.B. Prices

1 Case (Packed 12 Per Pkg.) $35.00; ½ Case (216) $18.00

Less than case lots must be combined with other varieties for full case shipment.

JUDSON NURSERIES, INC., Phone THornwall 1-2945 Bristol, Indiana

Judson Field Grown No. 1 Perennials

Perennials are normally shipped by Express F.O.B. Bristol, Indiana. If you prefer Parcel Post shipment, please add 10% to total. If there is any difference we will either refund or invoice for this amount.

***IMPORTANT**—Feature perennials in your Mail Order program. Please write for prices and perennial listing. Simply list the perennials and we handle the growing and prepaid shipment direct to your customer under your label.*

PERENNIALS

	Per 10	Per 100
ALYSSUM Saxatile (Gold Dust): Blooms in early May. Rich golden yellow flowers	$ 1.80	$16.00
AQUILEGIA (Columbine)		
Crimson Star: Dark red, white centers. Long spurred	1.80	16.00
McKanna's Hybrids: Large, extra long spurred flowers in a wide range of colors	2.00	18.00
Mrs. Scott Elliott's Hybrids: An excellent long spurred, mixture of colors	1.80	16.00
Mrs. Nichols, blue shades	1.80	16.00
Rose Queen, pink shades	1.80	16.00
Silver Queen, white shades	1.80	16.00
Longissima, long spurred yellow	1.80	16.00
ARTEMESIA Silver King: A silver leaved contrast plant	1.80	16.00
Silver Mound: A compact plant, 10 inches in diameter. Foliage is fern-like and silvery gray	2.00	17.00
ASTER Crimson Brocade: A sparkling, intense red, holding its color very well. Fully double.		
A new variety from Holland	1.80	16.00
Lilac Time: Soft lilac blue, one of the best	1.80	16.00
White Lady: Semi-double, large white	1.80	16.00
ACHILLEA		
Filipendula, yellow flowers. Blooms June to August	1.80	16.00
The Pearl, Pure white semi-double. Blooms all Summer	1.80	16.00
Roseum, Rose-pink flowers, fernlike foliage. Blooms all summer	1.80	16.00
ASCLEPIAS TUBEROSA (Butterfly Flower), Bright orange flowers, blooms in July and August	1.80	16.00
BELAMCANDA Chinensis (Blackberry Lily): Orange, lily-like flowers, followed by brilliant black seeds.		
A very showy plant	2.50	20.00
CAMPANULA (Canterbury Bell)		
Calycanthema Dark Blue (Cup and Saucer)	1.60	14.00
Calycantehma Rose Pink	1.60	14.00
Calycanthema White	1.60	14.00
Calycanthema Mixed Colors	1.60	14.00
CARNATION Grenadin (Hardy Carnation)		
Golden Sun, soft yellow	1.80	14.00
King of the Blacks, darkest red	1.80	14.00
Pink, a rose pink	1.80	14.00
Red, crimson red	1.80	14.00
White, sparkling white	1.80	14.00
CUSHION MUMS		
Commander, Mahogany red	1.80	14.00
Gene Stratton Porter, New Indiana Series, apple blossom pink	1.80	14.00
Golden Mound, golden yellow	1.80	14.00
Pot O' Gold, a beautiful bronze anemone	1.80	14.00
TALL GROWING MUM		
Carnation Rose	1.80	14.00
Bronze Helen, a bronze sport of Orchid Helen	1.80	14.00
Orchid Helen, full double orchid pink	1.80	14.00
COREOPSIS Double Sunburst: Semi-double, golden yellow flowers	1.80	15.00
DELPHINIUM Belladonna: Sky Blue	1.80	15.00
Bellamossum—Deep Blue	1.80	15.00
Pacific Hybrid Astolat—Orchid & pink shades	2.25	19.00
Pacific Hybrid Black Knight—Deep blue, black center	2.25	19.00
Pacific Hybrid Blue Bird—Clear Blue, White Bee	2.25	19.00
Pacific Hybrid Blue Jay—Med. Blue, Dark Bee	2.25	19.00
Pacific Hybrid Galahad—Clear White	2.25	19.00
Pacific Hybrid Guinevere—Pinkish Lavender, White Bee	2.25	19.00
Pacific Hybrid King Arthur—Royal Violet, White Bee	2.25	19.00
Pacific Hybrid Round Table, a Noble Mixture	2.25	19.00
DIANTHUS Barbatus (Sweet William)		
Dark Crimson, a smooth velvety color	1.80	14.00
New Port Pink, soft salmon pink	1.80	14.00
Holborn Glory, a striking combination of crimson center with white border	1.80	14.00
Purple Beauty, a rich deep color	1.80	14.00

	Per 10	Per 100
DIANTHUS Plumarius (Clove Pink)		
Spring Beauty, various shades of pink rose and white	1.80	14.00
DICENTRA SPECTABILIS (old fashioned bleeding heart) 3 to 5 eye divisions	5.00	40.00
DIGITALIS (Foxglove)		
Excelsior Strain, all colors are represented in this fine mixture	1.80	14.00
GAILLARDIA		
Burgundy, deep shade of wine-red	1.80	14.00
Dazzler, golden yellow with maroon center	1.80	14.00
Monarch Strain, a superior mixture of large, full petaled flowers in various red and yellow combinations	1.80	14.00
Yellow Queen, clear yellow	1.80	14.00
GYPSOPHILIA Double Snowflake (Baby's Breath): Tiny, double-white flowers	2.00	15.00
HIBISCUS Avalon Hybrids (Rose Mallow): This is an exceptional mixture of f2 hybrids, with colors ranging from blush-pink to bright red	1.80	14.00
HOLLYHOCK		
Newport Pink	1.80	14.00
Sulphur Yellow	1.80	14.00
Scarlet	1.80	14.00
Deep Rose	1.80	14.00
Triumph Supreme	1.80	14.00
IBERIS (Candytuft)		
Sempervirens, pure white flowers, evergreen foliage	2.00	15.00
IRIS Sibirica (Siberian Iris)		
Snow Crest, pure white	2.00	15.00
LIATRIS Scariosa (Gay Feather)		
September Glory, Sturdy spikes of glowing purple on 4′ stems	2.00	15.00
White, pure white flowers are produced on 4′ stems	2.00	15.00
Elegans, purple flowers with white centers, grows 4′	2.00	15.00
HELEOPSIS Scabra (Orange Sunflower): Large, bright, golden yellow blooms are produced all summer	2.25	19.00
LYCHNIS Chalcedonica (Maltese Cross): Bright red, perfectly shaped maltese cross like flowers	2.00	15.00
NEPETA Mussini (Ground Ivy): Deep blue flowers, gray foliage	2.00	15.00
RUDBECKIA Purpurea (Coneflower): Large, starlike deep red flowers	2.00	15.00
PENTSTEMON (Beard Tongue) Avalon Hybrids, a wide range of colors	2.00	15.00
PHLOX Subulata (Creeping Phlox)		
Alba, pure white	2.00	15.00
Atropurpurea, dark red	2.00	15.00
Rosea, light pink	2.00	15.00
Moerheim, dark pink	2.00	15.00
Blue Emerald, soft blue	2.00	15.00
PLATYCODON Blue (Balloon Flower): Lavender-blue flowers	2.00	15.00
PYRETHRUM (Painted Daisy)		
Robinson's Red, giant flowered, dark red	2.00	15.00
Robinson's Mixed, a wide range of colors. Popular	1.80	13.00
SCABIOSA HOUSE'S Hybrids (Blue Bonnet): Hardy Scabiosa large, lavender-blue flowers	2.00	15.00
SEDUM Spectabilis (Stonecrop): Erect growing, rose colored flower heads	1.80	14.00
STOKESIA (Stokes Aster)		
Cyanea Blue, Lavender-blue flowers, free flowering	2.00	15.00
SHASTA DAISY Alaska: Large single white flowers	1.80	14.00
Marconi, the largest and finest double Shasta Daisy	1.80	14.00
TEUCRIUM Chamaedrys: An excellent edging plant, dark glossy green foliage, rose colored flowers	2.00	15.00
VERONICA MINUET (Speedwell): Silver-gray foliage and dusty rose flowers. Grows 15″ tall	1.80	14.00
VERBENA Canadensis (very hardy): Rosy-lavender flowers, everblooming habit, 8″ tall	2.00	15.00

NEWER PHLOX VARIETIES

PHLOX Decussata (Hardy Phlox)		
Boulvadier, violet rose dark eye	2.00	18.00
Endurance, deep salmon-orange with carmine eye	2.00	18.00
Fairy's Petticoat, pale pink with darker pink eye. Huge flower heads	2.00	18.00
Iceberg, white, with ice blue overcast	2.00	18.00
Orangeade, intensely brilliant, almost orange. Perhaps the best of the newer Phlox	2.00	18.00
Olive-Symons-Jeune (Rich Rose)	2.00	18.00
Pastorale, one of the finest pinks, bright pink with darker eye	2.00	18.00
Starfire, considered the best red Phlox, a real beauty	2.00	18.00

PHLOX — OLD FAVORITES

	Per 100	Per 1000
Buccaneer, soft rose with red eye	15.00	120.00
Fushia, blue-purple	15.00	120.00
Prime Minister, white with a red eye	15.00	120.00
Progress, light blue, with deeper blue eye	15.00	120.00
Ruby Lee, a rich ruby-red	15.00	120.00
White Admiral, pure white, the best	15.00	120.00
World Peace, pure white	15.00	120.00
Windsor, deep rose-pink	15.00	120.00

Write for special quotations on large quantities.

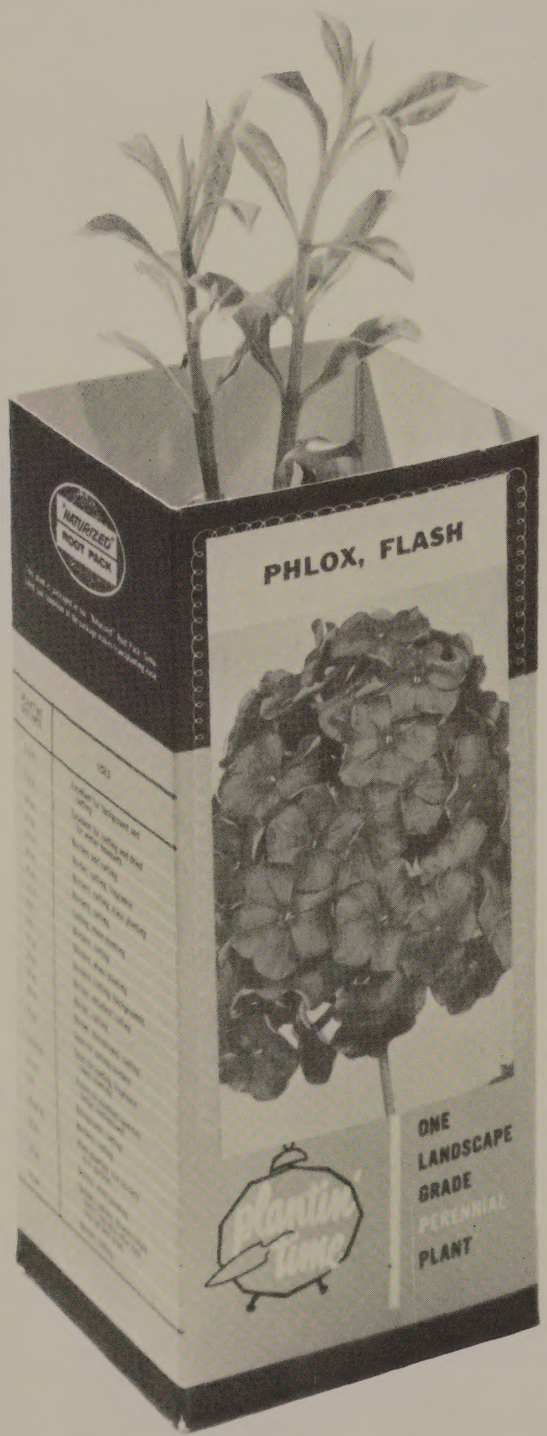
JUDSON NURSERIES, INC., Phone THornwall 1-2945 Bristol, Indiana

Judson Plantin' Time Retail Packaged Perennials

New JUMBO size grade perennials in

Only the finest field grown perennials are chosen for the Plantin' Time package varieties. Prior to shipment, the plants are kept dormant in cold storage and packaged by the Judson "Naturized" Root Pack method.

Dormant plants are preferred because they ship better and are not seriously affected by freezing weather. Upon arrival and exposed to heat and light, new foliage will begin to appear. This makes an attractive package with far greater sales appeal.



"NATURIZED" ROOT PACK

The simulated soil condition of the "Naturized" Root Pack has proved an important answer to successful packaging of perennials. Plants remain in good planting condition for a longer time, have a longer shelf life and can be given small amounts of water through the open package top if needed.

Plantin' Time

Sampler Assortment

Sampler Assortment consists of 3 packages each of the following varieties. 36 packages per case.

Columbine	Peony Pink
Delphinium	Cushion Mum Yellow
Carnation Red	Coral Bells
Phlox, light red	Daylily
Japanese Iris	Shasta Daisy
Bleeding Heart	Gaillardia

PRICE LIST

Plantin' Time Sampler Assortment

F.O.B. Bristol, Indiana — $11.52 per case

On occasion it may be necessary to substitute an individual variety with other plants of equal or greater value should adverse weather conditions affect the quality or available supply of any particular variety.

JUDSON NURSERIES, INC., Phone THornwall 1-2945 Bristol, Indiana

package features large, landscape standard and special assortments

SALES MAKER DISPLAY

Simply remove the corrugated carton from the display box and the carton opens into a completely self-contained counter display. Beautiful full color labels on each package.

Plantin' Time

VARIETY LISTING — *Your Selection*

From the list of Plantin' Time perennials shown below, you can plan your own variety selections. Keep in mind that each case contains thirty-six individual plant packages and should be chosen in multiples of 3 plants of one variety.

Columbine
Carnation, pink
Carnation, red
Phlox, lavender
Phlox, bright red
Phlox, white with red eye
Phlox, dark red
Phlox, cameo pink
Cushion Mum, yellow
Cushion Mum, red
Cushion Mum, bronze
Cushion Mum, pink
Cushion Mum, white
Aster Dwarf, blue
Aster Dwarf, red
Aster, white
Japanese Iris
Day Lily
Shasta Daisy
Painted Daisy
Hibiscus
Gaillardia
Coral Bells
Garden Pinks
Stokesia
Bleeding Heart (old fashion)
Peony, red
Peony, white
Peony, pink

PRICE LIST

Your selection — Plantin' Time Perennials

32c each $11.52 per case
F.O.B. Bristol, Indiana

ON ORDERS OF 5 CASES OR MORE WRITE FOR QUANTITY DISCOUNT

JUDSON NURSERIES, INC., Phone THornwall 1-2945 Bristol, Indiana

Judson New JUD-PAK® Rainbow Collection Perennials

Jud-Pak Rainbow perennial collections have been chosen from the most popular selling perennials and have been grouped into uniform assortments for easy ordering. Each shipping case has 16 packages (3 plants per package) 48 plants.

Plants are now packaged in new "Naturized" Root Pack—simulating soil conditions for longer shelf life and a good start when planted.

"NATURIZED" ROOT PACK

This sparkling new package offers the dealer a higher unit sale and makes a practical consumer package because it offers three plants in one package for group planting. 3 plants of one variety, but in different colors are offered in each package. Planting instructions and descriptions are carried on the back of each carton. Designed for easy carry-out.

Assortment "A"

Cushion Mums—Red, Yellow, Pink
Phlox—Dark red, pink,, blue
Carnations—White, red, pink
Delphinium—White, blue, lavender

Assortment "B"

Asters—Blue, red, white
Canterbury Bells—White, blue, pink
Show Mums—Red, bronze, yellow
Columbine—Yellow, red, blue

Assortment "C"

Phlox—White, red eye; salmon pink, light red
Carnations—White, red, pink
Cushion Mums—Red, yellow, pink
Asters—Blue, red, white

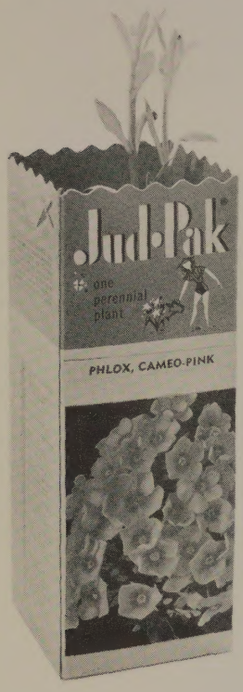
Jud-Pak Rainbow Collection Price List

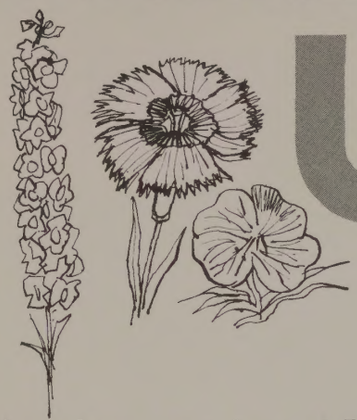
$8.64 per case (54c per package of 3 plants)
Standard assortment — (A - B - C)
F.O.B. Bristol, Indiana
10 cases or more write for quantity discount.
$8.64 per case (54c per package of 3 plants)

Jud-Pak Rainbow perennials are shipped in the attractive "Sales-Maker" display case. Case opens to make two-shelf, self-service display.

On occasion it may be necessary to substitute an individual variety with other plants of equal or greater value should adverse weather conditions affect the quality or available supply of any particular variety.

Judson JUD-PAK® Retail Packaged Perennials





If you have never featured Jud-Pak packaged perennials before you might best plan to order the "Sampler Assortment" on your first order. This assortment had been made up from popular varieties. *On occasion it may be necessary to substitute an individual variety with other plants of equal or greater value should adverse weather conditions affect the quality or available supply of any particular variety.*

"Sales Maker" Display

For years Jud-Pak has been a popular name in packaged Perennials. Now packages are displayed in a unique two-shelf counter display for greater sales. Label for each plant package is in full color for the plant variety it contains. Has planting instructions.

Plants are now packaged in new "Naturized" Root Pack—simulating soil conditions for longer shelf life and a good start when planted.

"NATURIZED" ROOT PACK

Jud-Pak Sampler Assortment

4 each

Columbine	Shasta Daisy	Cushion Mum, Red
Delphinium	Canterbury Bells	Cushion Mum, White
Garden Pinks	Foxglove	Phlox (Bright Red)
Carnation, Red	Aster, Dwf. (Blue)	Phlox (White with red eye)

VARIETY LISTING — *Your Selection*

Be sure to order in units of four packages of each variety.

Columbine	Aster, blue	Phlox, lavender
Delphinium	Aster, red	Phlox, white
Garden Pinks	Aster, white	Phlox, white with red eye
Carnation, red	Hardy Sweet Pea	Phlox, orange
Carnation, white	Cushion Mum, red	Phlox, cameo pink
Carnation, pink	Cushion Mum, white	Painted Daisy
Shasta Daisy	Cushion Mum, pink	Double Hollyhock
Canterbury Bell, blue	Cushion Mum, bronze	Hibiscus
Canterbury Bell, pink	Cushion Mum, yellow	Gaillardia
Canterbury Bell, white	Phlox, dark red	Sweet William
Coreopsis	Phlox, light red	Japanese Iris
Foxglove		

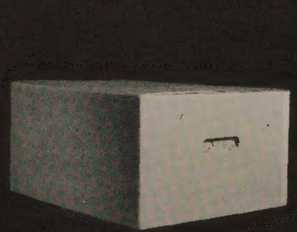
Jud-Pak Price List

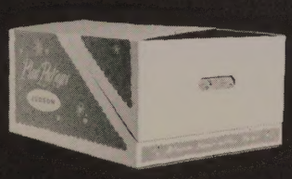
18c each $8.64 per case

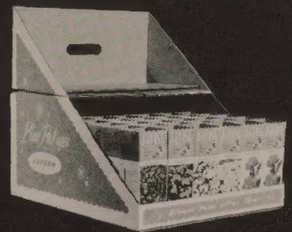
F.O.B. Bristol, Indiana

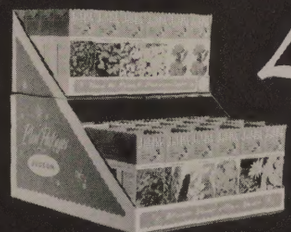
Write for special quotations on large quantities.

When you open the shipment you're ready to sell!









4 easy Steps

1 *Remove telescope outer corrugated shipping carton.*

2 *Note diagonal cut on side of carton. Lift front at opening.*

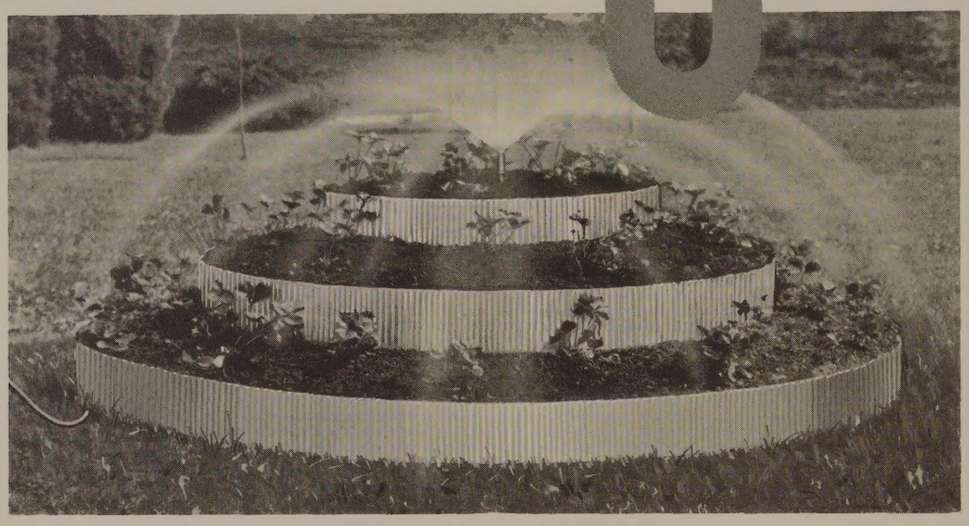
3 *Packages are on trays. Merely lift front tray out.*

4 *Place tray on top shelf. Pull bottom tray to front. Ready to sell.*

JUDSON NURSERIES, INC., Phone THornwall 1-2945 Bristol, Indiana

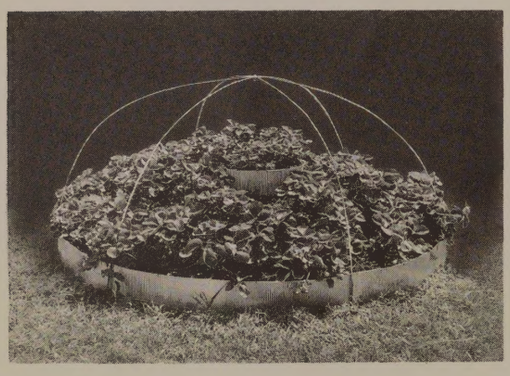
Judson PYRAMID® terraced garden

NEW — LOWER PRICE ANNOUNCED FOR PYRAMID!



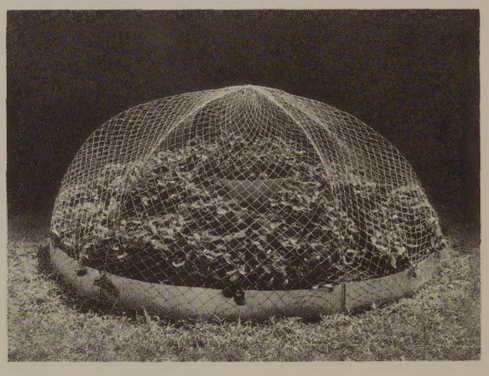
The Judson Pyramid Terraced Garden is SIX FEET in diameter with three planting terraces. The 5-inch aluminum bands are now attractively corrugated and the completely new sprinkler is included as standard equipment with no increase in price. Remember, the sprinkler is no longer an accessory but is packaged in the Pyramid Terraced Garden box and includes the sprinkler head, tubing and hose connection. Additional sales folders available.

PYRAMID® accessories



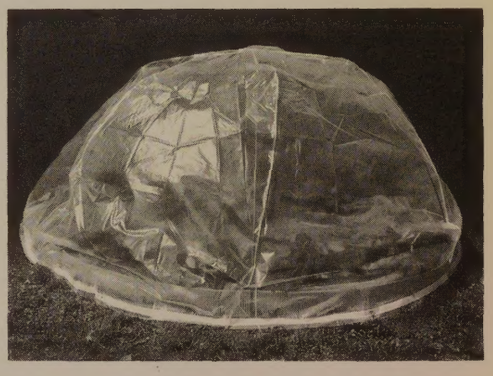
support frame

We have entirely re-designed this new support frame. Separately packaged—made of green plastic covered steel wire to form a perfect hemisphere over the Pyramid Terraced Garden. Frame is required for both netting and plastic cover.



netting

This newly designed net is made for us by people who manufacture marine netting. Net is suspended over support frame and hooks under bottom terrace. Protects Pyramid Terraced Garden from birds, also holds mulch for winter protection.



plastic cover

Completely new plastic cover designed for new frame. Can be used in two ways: 1. For early planting and frost protection of strawberry plants. 2. Can be used as a hotbed for production of vegetable plants to be transplanted.

price list	F.O.B. BRISTOL, INDIANA	Postpaid Direct to Your Customers Using Your Tag	Suggested Retail Prices
PYRAMID Includes complete sprinkler, tubing, hose connection.	$4.30	$5.00	$7.95
ACCESSORIES FOR PYRAMID			
SUPPORT STRIPS	1.75	2.15	3.30
COVER (Plastic)	2.80	3.00	4.95
NET	3.50	3.75	6.35

West of Denver, Add 10%.

JUDSON NURSERIES, INC., Phone THornwall 1-2945 Bristol, Indiana

Garden Centers and Mail Order

INCREASE YOUR SALES with this SPECIAL COMBINATION OFFER

The most publicized everbearing strawberry in gardening history.

Big, husky plants. Large, honey-sweet, deep red berries.

Produce first year. Bear fruit until fall frost.

red rich
EVERBEARING
PLANT PAT. No. 993 ®

SPECIAL COMBINATION OFFER

ONE PYRAMID® GARDEN
and 50 RED RICH
everbearing strawberry plants

RETAIL $14.95 POSTPAID

your cost $8.94

Denver and west, add 10%

Here's a great combination. One Pyramid garden and 50 Red Rich everbearing strawberry plants. A combination that's bound to increase your sales and profits too. Merely list this special offer in your catalog and other sales literature and we'll do the rest. We will ship the offer postpaid at this special combination price. Be sure to cash in on this great combination offer for 1963.

Sales Help—If you need special engravings or photographs to illustrate the Pyramid and Red Rich everbearers be sure to write and let us know what you need and we will give you immediate cooperation.

JUDSON NURSERIES, INC., Phone THornwall 1-2945 Bristol, Indiana

"NATURIZED" ROOT PACK

The reason Judson packaged plants

LOOK FRESH! LAST LONGER! GROW BETTER!

Strawberry Plants

Consider the roots of the plant. That is exactly what Judson's "Naturized" Root Pack does. When the dormant plant begins to "wake up" and wants to grow . . . it can! The simulated soil condition of this package helps get the strawberry plant off to a strong and healthy start.

Perennial Plants

"Naturized" Root Pack for perennials is similar to strawberry packaging. By creating a natural condition within the package, the plant gets a vigorous start and keeps right on. Convincing proof of the success of this packaging method was revealed at the close of last season's shipments. It did the job!

JUDSON NURSERIES, INC., Phone THornwall 1-2945 Bristol, Indiana

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